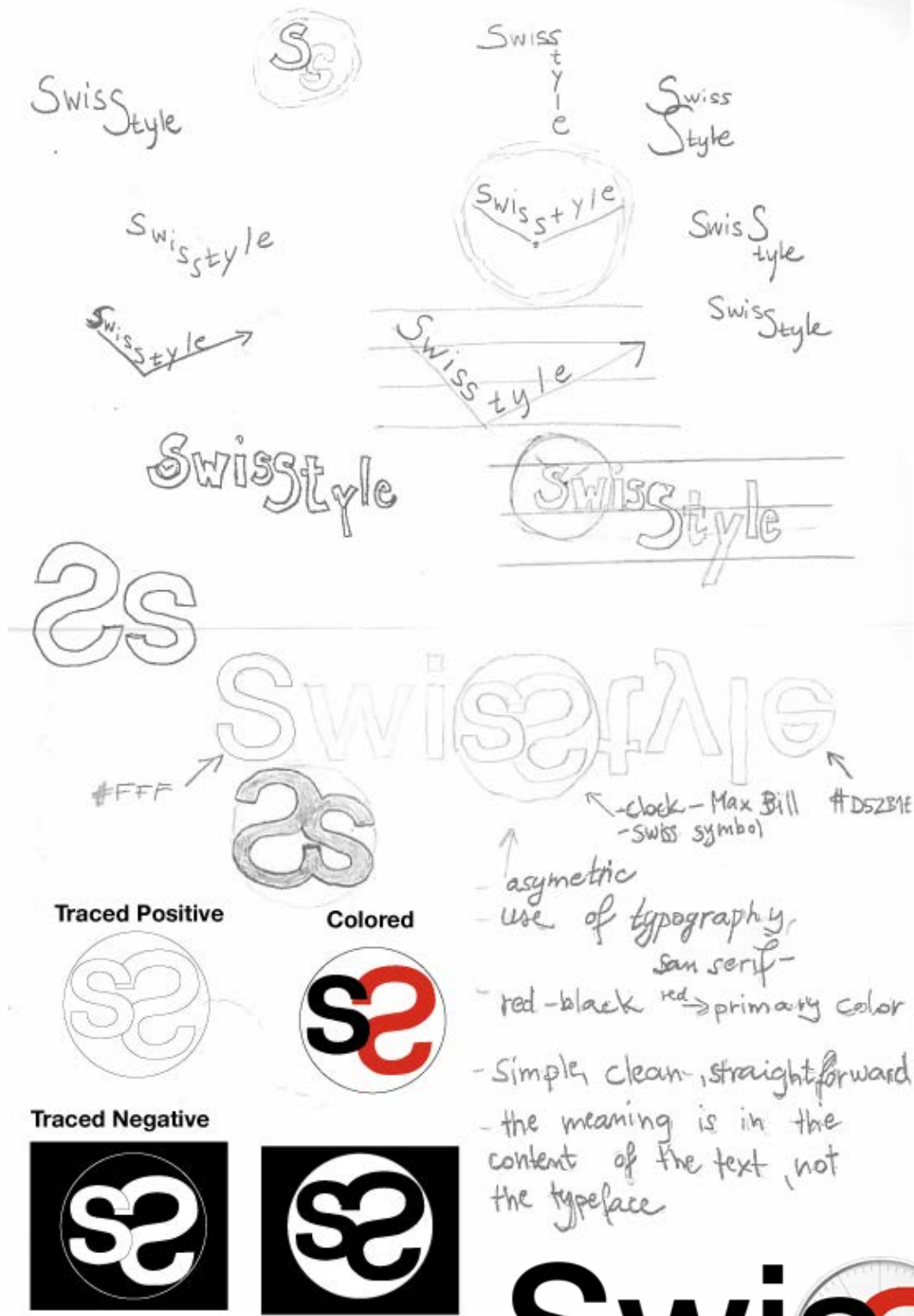# Logo Swiss Style

Logo for Swiss Style reflects the style of 1920s-1960s. To reflect the characteristics of the International Typographic Style, the logo is simple, clear, and straightforward. I used Helvetica typeface which is a San serif, simple, clean and less decorative. The second word is flipped horizontally to build up on the asymmetry which is also typical for Swiss Style era. Primary color red is used in contrast with black to grab attention. Lastly I grouped letters S inside of an image of Max Bill's clock which has latter been simplified into a circle. The complete logo can be used on a large media while the smaller logo, SS letters inside the circle, can be used on smaller promotional materials, such as favicon on a web-page, smaller prints on pens, pencils...

Traced Positive

Colored

Traced Negative

Favicon sized logo

Small logo

Logo full size